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File: USPT

Dec 11, 2001

DOCUMENT-IDENTIFIER: US 6330593 B1

TITLE: System for collecting use data related to playback of recordings

Brief Summary Text (3):

This invention pertains to the field of computer networking, and more particularly to the use of network protocols to provide services to users that are related to CD ROMs, audio recordings and other distributed media.

Brief Summary Text (5):

Over the past few years, on-line services have experienced explosive growth and have become a major new form of entertainment. Alongside this new entertainment, more traditional forms such as musical recordings have continued to be consumed on a massive scale.

Brief Summary Text (6):

The traditional experience of the musical recording is listening by a small group of persons gathered together in a room. The music fills the room acoustically, but there is little associated visual content, and there is only a limited interaction with the recording, consisting essentially of deciding which tracks to play and performing simple transformations on the recorded sound, such as setting the volume or applying an audio equalizer. This traditional experience dates back to the early age of 78 r.p.m. musical recordings almost a century ago.

Brief Summary Text (7):

The traditional production of a musical recording complements the traditional experience of the recording. The recording is produced in a number of recording sessions, subject to careful mixing and editing, and then released to the public. At that point, the recording is in a fixed form, nowadays an audio CD, whose purpose is to record as faithfully as possible the final sonic experience designed by its authors, the musicians, producer, and recording engineers.

Brief Summary Text (8):

Music videos have supplemented the traditional experience of musical recordings by allowing the association of visual content with tracks of such a recording. In practice, however, music videos have been broadcast, with all the problems of lack of user control which that implies, and they have not contributed to interactivity or participation by the consumer. On-line services offer opportunities for enriching the experience associated with prerecorded material. The present invention is addressed to computer programs, systems, and protocols which can fulfil this promise.

Brief Summary Text (10):

It is therefore an object of this invention to provide computer programs, systems, and protocols which allow producers to deliver entertainment complementary to distributed media recordings by means of on-line services such as the Internet. It is a further object of this invention to provide computer programs, systems, and protocols which allow such complementary entertainment to be meaningfully interactive for the consumer, such that the consumer can also be a creator of the

experience.

Brief Summary Text (11):

It is a further object of the invention to achieve the foregoing objects by means of implementations designed to attain integration with existing environments and programs, particularly on the Internet, while retaining the flexibility to adapt to the continuing evolution of standards for on-line services.

Brief Summary Text (12):

In a first aspect of the present invention provides a means for producers and sellers of distributed media such as CDs to maintain and strengthen their connection to their customers. Record companies download and periodically update a central library of complementary content for CDs the company has in the market. The software of the present invention operate as a plug-in to a users web browser and directs a user with a record company's CD to a particular section of the central library appropriate for the user's CD.

Brief Summary Text (13):

In another aspect of the present invention, called "CD Watcher" data representative of the users listening habits relative to a record company's CD is transferred to the record company when complementary content is delivered to the user over a network connection.

Brief Summary Text (14):

Alternatively, record companies contributing and maintaining the central library have access to the listening habits of all users who have accessed the central library for complementary content.

Brief Summary Text (18):

In a still further aspect of the invention, the immensely popular on-line service generally referred to as a "chat room" may be enhanced by means of a link to a CD recording which all persons in the room are playing. A remote host may control distributed media players in multiple remote locations. The chat room experience as it exists today in on-line services has a disembodied quality by comparison with traditional face-to-face social encounters in which there are identifiable surroundings. The only common experience to the chat users today are the words of the chat as they fly by on a computer screen, and perhaps the user icons ("avatars") or other visual content occupying a small space on the screen. The use of a musical recording in conjunction with a chat room opens up the possibility of restoring to the experience a degree of the shared ambience of traditional social encounters. Furthermore, shared content such as a musical recording offers a focal point that allows chatseekers to group together by means of shared interests in a particular type of recording.

Detailed Description Text (5):

In one aspect of the present invention, content suppliers 51-56 such as record companies 1-6 respectively, maintain a central library 50 on the web. Content suppliers may also include advertisers, CD retailers, and other content rights holders. Central library 50 may be on a single server such as look-up server 40 or it may be distributed. Central library 50 contains the complementary content sites such as site 51A linked by the addresses in table 42 such as address 46. Each content supplier 51-56 may change the content of their site and add new links to additional sites as new CDs are released. As new sites are added, new CD IDs and linked addresses are added to table 42.

Detailed Description Text (21):

Other functions may be provided and monitored, limited only by what the underlying operating system services are able to accommodate. The monitored functions are included in use demographic data 62 which is transferred to server 40 and or servers such as server 58.

Detailed Description Text (33):

CD ID 31 may be employed as a database key. A site such as site 52A may maintain a database of information about CDs, for example information about all CDs issued by record company 2 can be maintained on that record company's site. There are various alternative ways for users to navigate this information. For example, they could use a Web page containing many hyperlinks as a table of contents, or they could use a conventional search engine. A third way of searching, which is enabled by CD ID 31 of the invention, is for there to be a Web page which invites the user to place in player 32 the CD about which he or she is seeking information, for example CD 30. Upon detection of the presence of CD 30 in the drive, a script in the Web page computes CD ID 31 corresponding to CD 30 and sends it to server 58. Server 58 then displays information about the CD retrieved from a database on the basis of CD ID 31. This information may include a Web address (URL) that is related to the CD (e.g., that of the artists' home page), simple data such as the names of songs on the CD, and also complementary entertainment, including potentially photographs (e.g., of the band), artwork, animations, and video clips. It is also possible to arrange things so that, when the user inserts a CD into the computer, (i) the Web browser is launched if not already running, (ii) the browser computes the CD's unique identifier and from that unique identifier derives a URL, and (iii) the browser does an HTTP get transaction on that URL.

Detailed Description Text (34):

An alternative application of unique identifiers for musical recordings is to employ a CD as a key for entering into a premium area of the Web. There are presently premium areas of the Web to which people are admitted by subscription. A simple form of admission based on the unique identifier is to require, before accessing a particular area of the Web, that the user place in his or her CD drive a particular CD, or a CD published by a particular company or containing the music of a particular band or artist. This is readily accomplished by means of a script which invokes the functions provided by the command plug in and computes a unique identifier.

Detailed Description Text (36):

One conventional network protocol for chat services is Interney Relay Chat (IRC), described J. Oikarinen & D. Reed, Internet Relay Chat Protocol (Internet Request for Comments No. 1459, 1993). In this protocol, when one becomes a client of a chat server, one sends the name of a chat room. The chat server receives messages from all of its of clients and relays the messages sent in by one client to all the other clients connected in the same room as that client. The messages which a client sends are typically typed in by the user who is running the client, and the messages which a client receives are typically displayed for the user who is running the client to read.

Detailed Description Text (37):

In a preferred embodiment of the invention, a chat client is customized by means of a plug-in, which we will call the chat plug-in. The chat client is started up by a browser as follows (see FIG. 5). The user connects by means of the browser to a central Web page (box 300) which, upon being downloaded, asks that the user insert a CD into his or her player (box 305). A unique identifier of the CD is computed and communicated back to the server by using the control plug-in described above under the command of a script in the central Web page (box 310). The server then employs the unique identifier to determine whether it has a chat room focused on the CD (box 315). This step may be carried out by looking the unique identifier up in a database using techniques well known in the art. There exists a vast literature on connecting Web pages to databases, e.g., December & Ginsburg, *supra*, chapter 21. If a chat room focused on the CD exists or can be created, the server responds with the name of that chat room, and the browser starts up a chat client on the user's computer as a client of that chat room (box 320).

Detailed Description Text (41):

In a further aspect of the invention the messages delivered to the users of a chat can be driven from a text file rather than manual typing. This would allow a pre-recorded experience to be played back for a group of chat users. Such a technique may be used to create a pre-recorded, narrated tour of an audio CD.

CLAIMS:

97. A system as recited in claim 1, wherein the information used to identify the recording was not stored for the purpose of identifying the recording.

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